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A method for manufacturing a device for fastening poles, posts, masts or the like in the ground and a fastening device with a basic body are described, it being possible, but not essential, for at least one part portion of the basic body to be provided with a screw-like or spiral-like thread, and the basic body essentially having a cone-shaped basic shape with at least one conical part portion. According to the method of the invention, the basic body is hammered into the basic shape from an essentially cylindrical tube.

The fastening device has a holding portion, and an anchoring portion designed in one piece which, if provided with a thread, has at least two part portions of different conicity. The holding portion and essentially the anchoring portion are hollow throughout.